

# Congratulations--KNX

If you had decided to raise Chickens on that beautiful 37-Acre tract instead of a 490-foot Transmitting Tower, we are sure you would have chosen . . . . .

## RELIABLE LEADER All-Purpose Mash

. . . the Complete food for all ages . . . the feed that produces Champions!



Photo shows the modern, new building that houses the Torrance Feed & Poultry Market. Proprietor T. S. Lovelady stands in front.

### COMPLETE STOCK POULTRY and PET SUPPLIES . . .

- Reliable Leader Products
- Fresh Local Ranch Eggs
- Sperry's Products
- Fedco Mash
- Orders taken for Baby Ducks for Fall
- Bird Seed and Pet Supplies
- Ace-Hi Feeds
- Dog and Cat Foods and Supplies
- Globe A-1 Feeds

1963 CARSON ST. T. S. Lovelady, Proprietor PHONE 407



# RETAIN LOW TAX RATE THIS YEAR

For the second successive year the municipal tax rates of \$1.10 per \$100 assessed valuation in the original city territory (District No. 1) and \$1.07 in all annexed districts (No. 2) were retained this year. While the totals remain the same as in 1937, the fund apportionments were slightly changed as follows:

Fund	1938		1937		1936	
	No. 1	No. 2	No. 1	No. 2	No. 1	No. 2
<b>Apportionments</b>						
General Budget	.86	.86	.82	.82	.80	.80
Parks, Music and Adv.	.10	.10	.10	.10	.10	.10
General Promotion	.01	.01	---	---	---	---
Library General Fund	.05	.05	.06	.06	.06	.06
Bond interest and redemption						
1922	.03	---	.03	---	.04	---
Bond interest and redemption for city hall and jail, 1935	.025	.025	.05	.05	.063	.063
Bond interest and redemption Auditorium	.025	.025	.04	.04	.047	.047
<b>TOTAL</b>	<b>\$1.10</b>	<b>\$1.07</b>	<b>\$1.10</b>	<b>\$1.07</b>	<b>\$1.11</b>	<b>\$1.107</b>

## State Bureau Aids Jobless

One of the busiest offices in Torrance is located at 1927 Carson street where the California Employment Service has a branch under the direction of Edwin A. Bird, manager. More than 4,700 men and women are registered there as seeking employment.

In addition to offering employment service, the office is also the district headquarters for the California Unemployment Reserves Commission. Manager Bird took over the work here July 1.



CITY CLERK . . . almost from the inception of the incorporated city of Torrance is Albert H. Bartlett, who is now serving his fifth elective term.

## Phone Exchange Here Serves 800 Patrons; Started in 1913

The Torrance telephone system, which dates back to October 28, 1913, when the local exchange of the Southern California Telephone company was established, has grown from 15 to 800 subscribers.

In 1920 there were 100 telephones here. The local exchange is housed in an attractive Spanish type building on Sartori avenue. The local manager is Mrs. Orda Peitzske. The Torrance system represents an investment of close to \$200,000 in this community.



CITY ATTORNEY . . . John E. McCall was appointed last February to succeed C. T. Rippey who has held that position since Jan. 9, 1934. McCall has office quarters in the city hall.

## Congratulations Torrance and CBS!



"YOUR POSTMASTER and STAFF join in celebrating the opening of the new KNX Transmitter in Torrance.

"We like to feel that we are doing our part in the development of this modern growing community, and we are ever alert to find new methods of improving your postal service—not alone through faster and more careful dispatch of the mail, but also from the standpoint of courtesy and a better understanding of your requirements and desires."

Faithfully,  
CHAS. E. CONNER, Postmaster,  
Torrance, California.

### TORRANCE'S ONLY USED FURNITURE STORE

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Highest Prices Paid for Used Furniture

### EL PRADO FURNITURE STORE

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1216 El Prado - Ph. 1067

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